

THE "LITTLE THINK"—EVEN FOR BIG COMPANIES?

When it comes to EDP systems, companies of all sizes are "thinking small." Why? Because the smaller computer installation can be more economical — whether serving as the major system in the small firm or as an adjunct or auxiliary system in the medium-sized or large company.

For the company that doesn't need the power, processing speed and multiple peripheral equipment of the large-scale installation, smaller computer installations are proving to be the answer — by reducing personnel requirements...cutting down on the volume of paper work...preventing duplication of effort...eliminating administrative bottlenecks...and increasing production.

And the smaller computer's usefulness is not limited to the needs of the small enterprise where it may seem most logical. It can provide important benefits like meeting the need to supplement and support a centralized installation in areas such as invoicing, accounts receivable, payroll, and inventory control for the company with major and medium-sized installations.

What's more, smaller computer installations can do the same for you, too—provided your company is adequately prepared for a profitable application of EDP to its operations.

At the meeting outlined opposite you'll learn how your company can benefit from the latest developments in mechanical and electronic EDP equipment and systems-machine accounting...punched cards...magnetic tapes...punched tape. You'll pick up valuable guidelines for planning a computer program aimed at company management goals...for conducting the vitally important feasibility study...organizing for action...staffing...equipment analysis...the change-over and installation. Speakers will cover basic data processing functions — preparation of source documents...data input and storage...assembly...sorting...calculation and data manipulation...output...supervisory control...and the techniques of small company programming. These experts will examine the key impact areas of computer applications — accounting...inventory control...payroll...purchasing...engineering...and the unique advantages for small companies in sales forecasting and sales analysis. Team attendance is highly recommended.

Register now for this meeting with the clip-out card. Or, for immediate confirmation of your reservations, wire or phone AMA's Seminar Registrar in New York City.

ORIENTATION



Designed for: Presidents, Vice-Presidents, Treasurers, Controllers, Auditors, Chief Accountants and Managers of data processing and systems and procedures within organizations about to become or already involved in the initial stages of planning for or installing small- or medium-size computers.

Meeting format: Presentation and discussion.

FEASIBILITY, DESIGN AND IMPLEMENTATION OF THE SMALLER COMPUTER INSTALLATION

Orientation Seminar #6283-12

November 6-8, 1968

Drake Hotel, New York City

Chairmen:

RAYMOND E. LINTHICUM
Treasurer
Stone Industrial Corp.
Washington, D. C.

HAROLD R. NITZL
Manager, Systems & Methods Department
Volkswagen of America
Englewood Cliffs, N. J.

Guest Speakers:

DUANE W. ANDERSON
Manager of Marketing & Field Procedures & Systems
National Cash Register Co.
Dayton, Ohio

DAVID GREENBERG
Charles Greenberg & Sons, Inc.
New York, N. Y.

RALPH GARNER
President
Ralph Garner Associates
Bronx, N. Y.

MYRON SAXON
President
Republic System & Programming
Secaucus, N. J.

CHARLES H. KINDSVATER
Manager — Data Processing
W. Atlee Burpee Co.
Philadelphia, Pa.

HARVEY BERLENT
President
Computer Exchange Inc.
New York, N. Y.

SEMINAR OUTLINE

I. INTRODUCTION TO BASIC DATA PROCESSING FUNCTIONS AND DEFINITIONS

- A. The Stored Computer Program Concept
- B. Source Documents: Preparation and Control
- C. Data Input and Storage Devices
- D. Assembling Information for Basic Records
- E. File Sequencing
- F. Calculating and Data Manipulation
- G. Output
- H. Problem Definition: Flow Charting
- I. Programming

II. THE FEASIBILITY STUDY

- A. Determining Scope of "Computerization"
- B. Establishing Study Objectives and Target Dates
- C. How to Conduct the Study
- D. How to Determine Output Requirements
- E. Presenting and Evaluating Results

III. SELECTION OF A COMPUTER

- A. Available Equipment: Types and Characteristics of Small Computers
- B. Hardware Analysis Techniques
- C. Software Analysis
- D. Manufacturers' Proposals; Soliciting and Evaluating Them
- E. Justifying The Final Decision

IV. THE SYSTEMS DESIGN PHASE

- A. Flow Charting
- B. Design of Input Documents
- C. Design of Output
- D. Systems and Program Documentation

V. CONVERSION TO COMPUTER OPERATIONS

- A. Who is Responsible?
- B. Transition Scheduling
- C. Converting Present Data
- D. Manpower Requirements

- E. Control of Conversion Progress
- F. Program Testing and Debugging
- G. Pitfalls

VI. INSTALLATION OF THE COMPUTER

- A. Site Preparation
- B. Phasing-In of Computer System
- C. Phasing-Out of Old System
- D. Parallel Operations: Pros and Cons
- E. Initial Start-Up Problems

VII. ORGANIZATION OF THE DATA PROCESSING FUNCTION

- A. Personnel Selection and Training: Systems Analysts/Programmers; Operating Personnel; Supervision
- B. Organizational Responsibility
- C. The Data Processing Manager's Responsibilities

VIII. EVALUATING COMPUTER APPLICATIONS

- A. Those Already Installed
- B. New Applications — How to Select Them

IX. THE EDP CONSULTANT

- A. Determining Your Need for Outside Assistance
- B. Selecting the Consultant
- C. Defining Scope of His Responsibilities
- D. Justifying the Cost
- E. Overcoming Employee Resistance; Resentment
- F. After the Consultant Leaves

X. PROBLEMS AND PITFALLS

- A. Cost Justification, Accuracy, Timing
- B. Incomplete Systems Research
- C. Personnel Inadequacies; Quality
- D. Unrealistic Target Dates
- E. Proper Documentation: Systems and Programs
- F. Conversion Control
- G. Program Maintenance Capabilities
- H. Coding Inadequacies

XI. PROBLEMS OF REGISTRANTS